Enter me in The Las Vegas Sweepstakes for smokers 21 years of age or older.

☐ Mr.
☐ Ms.
☐ Mrs. First M.I. Last ☐ Male ☐ Female

Address Apt.

City State Zip Phone ( )

My regular brand of cigarettes is: (brand)

By entering this sweepstakes and signing below I certify that I am a cigarette smoker 21 years of age or older. I have read and understand the sweepstakes rules. I am also willing to receive free samples of cigarettes and sweepstakes news in the mail, subject to applicable state and federal law. No facsimiles accepted. All entries must be received by

☐ 11-93

Signature (required) Birthdate (required)

X Mo. Day Yr.

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Manufacturers Have No Safer Cigarettes

"20610341 54"

LEO BURNETT U.S.A.

M2855B "Phillip Morris Las Vegas Sweepstakes Alternate Entry Form" 4" x 6" Three Panel Self-Mailer. Delivered to PSC 9/93

220

PO Box 85109
Milwaukee, WI 53225

DETACH HERE 72959

LAS VEGAS SWEEPSTAKES RULES

OFFICIAL RULES - NO PURCHASE NECESSARY. You will be automatically entered in the Philip Morris "Taste of First Class" Sweepstakes by filling out, signing, and redeeming any of the cents-off coupons in this mailing by 12/31/93. If you do not wish to redeem a coupon, but wish to enter the sweepstakes, you may receive a sweepstakes entry form by printing your name, address, city, state, zip code, age, and phone number on a 3" X 5" card and mail to Philip Morris "Taste of First Class" Sweepstakes, PO Box 83019, Milwaukee, WI 53223. Enter as often as you wish; only one (1) entry per envelope. Each request for an entry form must be mailed separately and be received by 12/1/93. Entries must be received by 12/31/93. Entries are nontransferable. Photocopies, facsimiles, and other reproductions not accepted. Philip Morris Incorporated does not assume responsibility for lost, misdirected, mutilated, postage due, late entries, or jammail. All entries become the exclusive property of Philip Morris Incorporated and will not be returned.

The following prize will be awarded: (1) Grand prize winner — deluxe Las Vegas package including first class round trip airfare for two (2) from major airport nearest winner, deluxe accommodations and meals at The Stars' Desert Inn Hotel and Country Club for four (4) days, three (3) nights and three (3) meals per day (vouchers up to $100.00 per person per day), chauffeured limousine to and from airport plus limousine usage up to a maximum of four (4) hours per day, rental car (licensed drivers only), tickets for two (2) to theater/show, maximum $200, one (1) round of golf with carts, use of European Spa for 1 day and $1,000.00 cash for miscellaneous expenses. (Estimated retail value $8990.00). All other expenses shall be the full responsibility of the winner.

A random drawing will be held on or about December 1, 1994 from among all completed and eligible entries received. Philip Morris Incorporated and its agencies assume no responsibility or liability for damages, losses, or injury resulting from acceptance or use of this prize. Philip Morris Incorporated makes no express warranty, guaranty or representation of any kind concerning this prize, and disclaims any implied warranties. All entries become the exclusive property of Philip Morris Incorporated and will not be returned. The prize is subject to space and departure availability and confirmation of reservations, and must be taken by 12/31/95. Reservations not available on major holidays including but not limited to New Year's weekend, Presidents Day weekend, Veterans Day, Memorial Day weekend, 4th of July and Labor Day weekend. Certain travel restrictions may apply. Trip value may vary due to location of the winner and the fare at the time of departure. Prizes will be awarded.

Drawing will be conducted by an independent judging organization whose decisions are final. Winner will be notified by certified mail. Odds of winning will depend on the number of entries received. Prize is nontransferable. No substitutions allowed. Cash equivalent may be provided at the sole discretion of Philip Morris Incorporated. Federal, state, and local taxes, if any are solely the responsibility of the individual winner. Philip Morris Incorporated and its affiliates reserve the right to use winner's name and likeness in the promotional activities relating to this sweepstakes without further notification, permission, or compensation of the winners, except where prohibited by law. Winners may be required to verify address or execute an affidavit of eligibility and liability/publicity release within 14 days of notification or an alternate winner will be selected. Travel companion of trip winner may be required to execute a liability release.

Sweepstakes open to residents of the United States who are smokers 21 years of age or older as of June 1, 1993. Employees and their families of Philip Morris Incorporated, its affiliates, subsidiaries, distributors, advertising agencies, and other agents, are not eligible. Subject to all federal, state and local laws and regulations. Void in Michigan, Massachusetts, Virginia, and wherever else prohibited.

For the name of the prize winner, send a stamped self-addressed envelope to: Philip Morris "Taste of First Class" Sweepstakes, PO Box 83019, Milwaukee, WI 53223. Available after 12/01/94.

Source: https://www.industrydocuments.ucsf.edu/docs/fjvv0004